Professional Services Schedule

SIN 541-3: Web Based Marketing Services
SIN 541-4B: Video/Film Production
SIN 541-4E: Commercial Photography Services
SIN 541-4F: Commercial Art and Graphic Design Services
SIN 541-5: Integrated Marketing Services

GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov.

SCHEDULE FOR — PROFESSIONAL SERVICES
INDUSTRIAL GROUP: 00CORP
SINs 541-3, 541-4B, 541-4E, 541-4F and 541-5

Contract Number: 47QRAA19D0031

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.gsa.gov/schedules-ordering.

CONTRACT PERIOD:
January 14, 2019 through January 13, 2024

Contractor: Aquent, LLC
501 Boylston Street
Boston, MA 02116

P. Lee Andrese | landrese@aquent.com
GSA Schedule Administrator
T: 410.975.4183 | F: 877.430.9959
Web site: www.aquent.com/federal
Business Size: Large, minority-owned
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1. **Customer Information**
   Authorized Federal Supply Schedule Price List
   SIN 541-3 / 541-3RC — Web Based Marketing Services
   SIN 541-4B / 541-4BRC — Video/Film Production
   SIN 541-4E / 541-4ERC — Commercial Photography Services
   SIN 541-4F / 541-4FRC — Commercial Art and Graphic Design Services
   SIN 541-5 / 541-5RC — Integrated Marketing Services

2. **Maximum Order:** $1,000,000
3. **Minimum Order:** $100
4. **Geographic Coverage Area:** Worldwide
5. **Point of Production:** Worldwide
6. **Price:** Net
7. **Discounts:**
   - $50,000 to $100,000 0.5%
   - $100,001 to $250,000 1.0%
   - $250,001 to $500,000 1.5%
   - $500,001 to $750,000 2.0%
   - $750,001 to $1,000,000 2.5%
   - Over $1,000,000 Negotiated on an individual basis
   a. **Commissions:** For government projects, Aquent, LLC will not use the commercial practice of charging commissions on media buys. Aquent, LLC will charge the government by project in the same manner that it charges for other services under the labor/task categories. Any commissions provided by media placements will either (a) be returned to the ordering agency, or (b) be applied as a credit to the cost of the project, whichever the ordering agency prefers.

8. **Prompt Payment Discounts:**
   - 30 Days from Invoice Date 0.0%
   - 15 Days from Invoice Date 0.5%
   - 10 Days from Invoice Date 1.0%
   - 48 Hours from Invoice Date 1.5%
9. **Government Purchase Card:**
   a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold — Will accept
   b. Notification that Government purchase cards are accepted or not accepted above the micro-purchase threshold — Will accept
10. **Foreign Items:** Not applicable
11. **Time of Delivery:** Aquent, LLC will negotiate delivery schedules with the customer for each order and will provide rush deliveries whenever possible.
12. **F.O.B. Points:** Destination
13. **Ordering Address:** Same as contractor address
14. **Payment Address:** Aquent, LLC, P.O. Box 414552, Boston, MA 02241-4552
15. **Warranty Provision:** Not applicable
16. **Export Packing Charges:** Not applicable
17. **Terms and Conditions of Government Purchase Card Acceptance:** Contact contractor
18. **Terms and Conditions of Rental, Maintenance and Repair:** Not applicable
19. **Terms and Conditions of Installation:** Not applicable
20. **Terms and Conditions of Repair Parts:** Not applicable
21. **Terms and Conditions of Any Other Service:** Not applicable
22. **List of Service and Distribution Points:** Not applicable
23. **List of Participating Dealers:** Not applicable
24. **Preventive Maintenance:** Not applicable
   a. Environmental Attributes: Not applicable
   b. Section 508: Not applicable
25. **Data Universal Number System (DUNS):** 15-727-1578
26. **SAM Database:** Registered & Active
Authorized Federal Supply Schedule Price List
— Professional Services Schedule —

1b. Prices. Prices shown are net. Discounts are available for prompt payment and for quantities over $100,000 (see page 11).

Hourly rates represent the uppermost amount of the full range. For the full range and more information, go to aquent.com/federal (Section 508 compliant).

SIN 541-3 / 541-3RC — WEB BASED MARKETING SERVICES
SIN 541-4B / 541-4BRC — VIDEO/FILM PRODUCTION
SIN 541-4E / 541-4ERC — COMMERCIAL PHOTOGRAPHY SERVICES
SIN 541-4F / 541-4FRC — COMMERCIAL ART AND GRAPHIC DESIGN SERVICES
SIN 541-5 / 541-5RC — INTEGRATED MARKETING SERVICES

Experience & Degree Substitution Equivalences

Experience exceeding the minimum shown may be substituted for education. Likewise, education exceeding the minimum shown may be substituted for experience.

<table>
<thead>
<tr>
<th>Equivalent Degree</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s</td>
<td>2 years relevant experience</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>Associate’s degree + 2 years relevant experience or 4 years relevant experience</td>
</tr>
<tr>
<td>Master’s</td>
<td>Bachelor’s plus 2 years relevant experience or Associate’s degree + 4 years relevant experience or 6 years relevant experience</td>
</tr>
<tr>
<td>PhD</td>
<td>Master’s + 2 years relevant experience, or Bachelor’s + 4 years relevant experience or Associate’s + 6 years relevant experience or 8 years relevant experience</td>
</tr>
</tbody>
</table>

Account Management I

Acts as program or account manager overseeing all program deliverables, compliance and reporting requirements, and account relationship. May be part of the intake process and interact directly with end users and key stakeholders. Is often responsible for managing day-to-day operations and personnel.

Minimum Education: Bachelor’s Degree

Minimum Experience: 8 years

$118.00
## Authorized Federal Supply Schedule Price List

### Professional Services Schedule

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### Project Management I

<table>
<thead>
<tr>
<th>Minimum Education:</th>
<th>Bachelor’s Degree or PMI Certification (or specialized training)</th>
<th>Minimum Experience:</th>
<th>8 years</th>
</tr>
</thead>
</table>

Provides strategic leadership for program, enables cross-team communication, works closely with key stakeholders to evaluate product effectiveness and presents/leads product changes, and establishes priorities to assure successful project completion.

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### Project Management II

<table>
<thead>
<tr>
<th>Minimum Education:</th>
<th>Bachelor’s Degree or PMI Certification (or specialized training)</th>
<th>Minimum Experience:</th>
<th>5 years</th>
</tr>
</thead>
</table>

Strategic leadership for one or more products within program. Gathers business requirements using a variety of research methodologies and tools. Provides key stakeholders with regular updates on product development as well as financials and team. Establishes priorities for their given products.

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### Project Management III

<table>
<thead>
<tr>
<th>Minimum Education:</th>
<th>Bachelor’s Degree or PMI Certification (or specialized training)</th>
<th>Minimum Experience:</th>
<th>3 years</th>
</tr>
</thead>
</table>

Interacts with key stakeholders and provides regular updates on product development as well as financials and team. Establishes priorities for their given products.

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### Project Management IV

<table>
<thead>
<tr>
<th>Minimum Education:</th>
<th>Bachelor’s Degree or PMI Certification (or specialized training)</th>
<th>Minimum Experience:</th>
<th>1 year</th>
</tr>
</thead>
</table>

Supports program and project requirements with direct supervision. Meets with stakeholders as needed.
## Authorized Federal Supply Schedule Price List
### — Professional Services Schedule —

### Design I
- **Oversees visual communications programs, leading the direction and execution of strategic initiatives. Supports creative requirements for marketing, advertising, recruiting, and outreach campaigns spanning all media including but not limited to digital, print, video and multimedia. Primary contact for Government program manager articulating and defining program requirements and product updates. Advanced capabilities in strategic design, design technology and application of design techniques.**

| Minimum Education: | Bachelor’s Degree | Minimum Experience: | 8 years |

### Design II
- **Leads visual communications initiatives including the direction and execution of strategic initiatives. Supports creative requirements for marketing, advertising, recruiting, and outreach campaigns spanning all media including but not limited to digital, print, video and multimedia. Primary contact for Government program manager articulating and defining program requirements and product updates. Advanced capabilities in strategic design, design technology and application of design techniques.**

| Minimum Education: | Bachelor’s Degree | Minimum Experience: | 6 years |

### Design III
- **Executes strategic direction of visual communications initiatives. Initiatives may include digital, print, video and multimedia products. May be engaged with end-user or Government program manager and senior designers. Strong design and design technology skills using the latest tools.**

| Minimum Education: | Bachelor’s Degree or Relevant Certification | Minimum Experience: | 4 years |

### Design IV
- **Provides junior-level design and production.**

| Minimum Education: | Bachelor’s Degree or Relevant Certification | Minimum Experience: | 1 year |

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For more information, contact Lee Andrese • [landrese@quent.com](mailto:landrese@quent.com) • 410.975.4183
**Authorized Federal Supply Schedule Price List**  
— Professional Services Schedule —

### Content I

<table>
<thead>
<tr>
<th>Minimum Education:</th>
<th>Bachelor's Degree</th>
<th>Minimum Experience:</th>
<th>8 years</th>
</tr>
</thead>
</table>

Leads and implements content strategy that supports digital and traditional media. Typically collaborates across the organization to understand business needs and department goals in order to develop content solutions that achieve the organization’s mission. May lead, manage and provide hands-on support. Expert knowledge of a variety of CMS platforms, open-source, proprietary and/or OTS.

### Content II

<table>
<thead>
<tr>
<th>Minimum Education:</th>
<th>Bachelor's Degree</th>
<th>Minimum Experience:</th>
<th>6 years</th>
</tr>
</thead>
</table>

Manages and implements content strategy. Advanced knowledge of a variety of CMS platforms, open-source, proprietary and/or OTS. May be considered a subject matter expert.

### Content III

<table>
<thead>
<tr>
<th>Minimum Education:</th>
<th>Bachelor's Degree or Relevant Certification</th>
<th>Minimum Experience:</th>
<th>4 years</th>
</tr>
</thead>
</table>

Executes content strategy by managing, adding, writing/editing, and updating content for one business or product line. Intermediate knowledge of a variety of CMS platforms, open-source, proprietary and/or OTS. Often considered a subject matter expert.

### Content IV

<table>
<thead>
<tr>
<th>Minimum Education:</th>
<th>High School Diploma or Relevant Certification</th>
<th>Minimum Experience:</th>
<th>1 year</th>
</tr>
</thead>
</table>

Supports content strategy by updating content within a CMS or traditional media platform, proofreading or quality assurance. Familiarity with CMS platforms, open-source, proprietary and/or OTS.
# Authorized Federal Supply Schedule Price List
## Professional Services Schedule

## Digital Consultant I

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Consultant I</strong></td>
<td>$184.00</td>
</tr>
</tbody>
</table>

Leads and/or manages a digital team or a high-visibility project and provides expert strategic direction for digital solutions including but not limited to web, mobile or desktop products. Experienced on a variety of platforms, languages, and technologies including but not limited to the Cloud, open source, proprietary and OTS. Responsible for delivering on organizational and product goals and objectives. May lead Agile product development teams, lead UX/Usability teams, define business requirements, and manage project and product managers and business analysts across multiple products. Subject matter expertise in design and development, providing hands-on product development or insight. Interacts with senior leaders and key stakeholders, vendors, and end-users.

<table>
<thead>
<tr>
<th>Minimum Education</th>
<th>Bachelor’s Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Experience</td>
<td>8 years</td>
</tr>
</tbody>
</table>

## Digital Consultant II

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Consultant II</strong></td>
<td>$136.00</td>
</tr>
</tbody>
</table>

Manages digital product team or high-visibility initiative. Provides hands-on development and provides technology and UX/Usability protocol and recommendations for digital solutions including but not limited to web, mobile, or desktop products. Experienced with a variety of platforms, languages, and technologies including but not limited to the Cloud, open source, proprietary and OTS. Responsible for delivering on product goals and objectives. Senior-level expertise in Usability or User Research practices. Manages products following the Agile methodology or client’s preferred product development process. May lead or generate usability research, including producing or managing UX documentation.

<table>
<thead>
<tr>
<th>Minimum Education</th>
<th>Bachelor’s Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Experience</td>
<td>6 years</td>
</tr>
</tbody>
</table>

## Digital Consultant III

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Consultant III</strong></td>
<td>$101.96</td>
</tr>
</tbody>
</table>

Supports digital initiatives by providing hands-on development and Usability or User Experience expertise. Experienced with a variety of platforms, languages and technologies including but not limited to the Cloud, open source, proprietary, and OTS. Produces all UX documentation using the client’s preferred tools/format. May conduct usability or research testing.

<table>
<thead>
<tr>
<th>Minimum Education</th>
<th>Bachelor’s Degree or Relevant Certification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Experience</td>
<td>4 years</td>
</tr>
</tbody>
</table>

## Digital Consultant IV

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Consultant IV</strong></td>
<td>$98.48</td>
</tr>
</tbody>
</table>

Provides hands-on digital development, able to translate UX documentation (wireframes, flows, maps) into functional web, mobile or desktop products. Experienced with a variety of platforms, languages and technologies including, but not limited to the Cloud, open source, proprietary and OTS. May produce UX documentation with supervision. Primary interaction is within the digital team.

<table>
<thead>
<tr>
<th>Minimum Education</th>
<th>High School Diploma or Relevant Certification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Experience</td>
<td>1 year</td>
</tr>
</tbody>
</table>
**Authorized Federal Supply Schedule Price List — Professional Services Schedule —**

### Video & Multimedia I

Leads, manages, and/or applies, at an expert level, the fundamentals of design across a variety of deliverables and platforms such as websites, mobile apps, DVDs, videos, games, or presentations that may include interactive functionality, animation, sound, and graphic components. Sets the design direction for multimedia products including but not limited to videos, eLearning, games, broadcasts or presentations. Works closely with product development leaders, design leaders, and/or vendors.

| Minimum Education: | Bachelor's Degree | Minimum Experience: | 8 years |

### Video & Multimedia II

Team Lead or individual contributor with advanced design skills who supports a variety of deliverables and platforms such as websites, mobile apps, DVDs, videos, games, or presentations that may include interactive functionality, animation, sound, and graphic components. May lead or implement the design direction for multimedia products including but not limited to videos, eLearning, games, broadcasts, or presentations. Works closely with product development teams, program and project managers, other designers, and developers.

| Minimum Education: | Bachelor’s Degree | Minimum Experience: | 6 years |

### Video & Multimedia III

Individual contributor with intermediate to advanced design skills supporting a variety of deliverables and platforms such as websites, mobile apps, DVDs, videos, games, or presentations that may include interactive functionality, animation, sound, and graphic components. Implements the design direction for multimedia products including but not limited to videos, eLearning, games, broadcasts, or presentations.

| Minimum Education: |Bachelor’s Degree or Relevant Certification | Minimum Experience: | 3 years |
### Marketing I

$136.01

Leads or directs marketing, brand or product teams, or acts a consultant to lead and implement integrated or traditional marketing and/or product development programs that work toward achieving the organization’s targeted goals within existing and new markets. Sets the strategic marketing direction. Advanced capabilities and experience in market research and analysis using digital (online) and/or traditional qualitative and quantitative methods.

| Minimum Education: | Bachelor’s Degree | Minimum Experience: | 8 years |

### Marketing II

$108.81

Directs or manages marketing, brand or product teams, or acts a consultant to develop and implement integrated or traditional marketing and/or product development programs that work toward achieving the organization’s targeted goals within existing and new markets. Executes the strategic marketing direction. Intermediate capabilities and experience in market research and analysis using digital (online) and/or traditional qualitative and quantitative methods.

| Minimum Education: | Bachelor’s Degree | Minimum Experience: | 6 years |

### Marketing III

$99.74

Develops and executes marketing strategy, either online (digital) or traditional programs that work toward achieving the organization’s targeted goals within existing and new markets. Basic capabilities and experience in market research and analysis using digital (online) and/or traditional qualitative and quantitative methods.

| Minimum Education: | Bachelor’s Degree or Relevant Certification | Minimum Experience: | 4 years |

### Marketing IV

$81.61

Supports online or traditional marketing strategy as a specialist in one or more areas of qualitative or quantitative research or marketing functions, methodologies, or tools.

| Minimum Education: | High School Diploma or Relevant Certification | Minimum Experience: | 1 years |
Service Contract Act Statement

The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire 00CORP The Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

Discounts

Pricing Discounts:

- $50,000 to $100,000: 0.5%
- $100,001 to $250,000: 1.0%
- $250,001 to $500,000: 1.5%
- $500,001 to $750,000: 2.0%
- $750,001 to $1,000,000: 2.5%
- 1,000,001+: To be negotiated on an individual basis

Prompt Payment Discounts:

- 30 Days from Invoice Date: 0.0%
- 15 Days from Invoice Date: 0.5%
- 10 Days from Invoice Date: 1.0%
- 48 Hours from Invoice Date: 1.5%